

reproducing unit from the subject; and

a housing unit containing and protecting the data storage unit, wherein the housing unit comprises a serial number identifying the trading card.

4. (ONCE AMENDED) A recording and/or reproducing unit allowing a user of a trading card to receive subject-related data from a subject printed on the card, the recording and/or reproducing unit comprising:

a recording and/or reproducing unit reproducing subject-related data stored in the trading card according to manipulation commands from the user, wherein the subject-related data comprises moving picture information arranged in a sequence using serial numbers, still picture information, voice or sound information, and/or text information.

19. (ONCE AMENDED) The system as recited in claim 9, wherein the identifier comprises a serial number, and further comprising:

trading cards comprising continuing serial numbers associated with continuing moving picture information.

28. (ONCE AMENDED) A method of recording subject-related data from a web site to a trading card using an encoding unit, comprising:

downloading the subject-related data from the web site to a computer;  
providing the subject-related data from the computer to the encoding unit; and  
recording the subject-related data in the trading card using the encoding unit, wherein the subject-related data comprises moving picture information arranged in a sequence using serial numbers, still picture information, voice or sound information, and/or text information.

### REMARKS

#### INTRODUCTION:

In accordance with the foregoing, claims 1, 3, 4, 19, and 28 have been amended. No new matter is being presented, and approval and entry are respectfully requested.

Claims 1-34 are pending and under consideration.